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For Immediate Release

Photos attached

Juniper Communities Unveils Juniper Village at Paramus

Bloomfield, NJ (February 1, 2021) - [Juniper Communities](#) announces the addition of Juniper Village at Paramus to its portfolio of managed and owned seniors housing communities, effective February 1, 2021. The community, based in Bergen County, NJ, can provide professional care and support for 98 assisted living residents and 22 memory care residents. The community was formerly managed by Brookdale Senior Living. Nationally, Juniper ranks among the top 40 largest and most respected providers of seniors housing communities.

Located at 186 Paramus Road, Paramus, NJ, just outside New York City in a suburb characterized by the Wall Street Journal as quintessentially suburban, Juniper Village at Paramus is part of a broader expansion initiative that Juniper plans to roll out in 2021.

“We look forward to extending our signature programs to benefit residents and their families, the team of associates, and the professional health care community,” expressed Lynne S. Katzmann, CEO and Founder of Juniper Communities. “For example, our Connect4Life program, which has been recognized as an innovative model for integrating service enriched housing and management of chronic health issues, will bring the convenience of onsite primary care to the community while facilitating coordination between the community and other health care providers that serve our residents.”

Additional Juniper signature programs to be implemented are its acclaimed Connections program, which keeps residents engaged and encourages an active body, an engaged mind, and a fulfilled spirit through specially designed virtual and in-person activities; H’art and Soul of Dining, imparting spirited service, companionship, and nourishment through sharing the joy of good food; and its award-winning Wellspring Memory Care program providing state of the art memory care through innovative therapeutic programs, environments, and interactions. All are designed to foster the Juniper mission of nurturing the spirit of life in every individual served.

In an industry hit hard by COVID-19, Juniper Communities has been hailed as an industry leader in the effort to limit the spread of virus by implementing early testing and detection in its residents and staff,

creating staffing cohorts, and thorough use of [PPE and sanitization practices](#). Juniper has also stood out with an almost 100% COVID-19 vaccination rate among associates and residents.

As with all Juniper acquisitions, the company works to retain the existing team and caregivers and bring them into the Juniper fold. Currently, 65 people are employed at the community.

Additional Juniper Properties in New Jersey:

Juniper Village at Chatham, 500 Southern Boulevard, Chatham, NJ

Juniper Village at Williamstown, 1640 S. Black Horse Pike, Williamstown, NJ

Juniper Village at Williamstown Wellspring Memory Care, 1640 S. Black Horse Pike, Williamstown, NJ

About Juniper Communities

Juniper Communities, a leader in quality, value and innovation in long-term care, operates seniors housing communities in New Jersey, Pennsylvania and Colorado that emphasize residents' well-being, interaction and security. Our communities and approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper's innovative Connect4Life program has been proven to improve residents' care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, visit www.junipercommunities.com.